

PARLIAMENT EXPANSION VISIBILITY AUDIT REPORT

	SQUARE BOX EXPANSION MARKETS			OCTAGONAL EXPANSION MARKETS		
	Week Ending 1/31/00	Week Ending 2/7/00	Diff vs. we 1/31/00	Week Ending 1/31/00	Week Ending 2/7/00	Diff vs. we 1/31/00
Visibility						
% of Stores w/Product Only	23%	17%	-6%	9%	8%	-1%
% of Stores w/Product & POS	6%	20%	14%	12%	30%	18%
% of Stores w/POS Only	7%	11%	4%	5%	12%	7%
Manager Notification	15%	12%	-3%	14%	14%	0%
% of Stores w/Product or POS Only, Product and POS, or Manager Notification	51%	60%	9%	40%	65%	25%
Product Location						
Product w/ POS	6%	20%	14%	0.12	30%	18%
Product w/Display	2%	5%	3%	3%	8%	5%
Product w/POS and Display	2%	5%	3%	3%	7%	4%
Product Visibility Location						
Product on Display						
Any Presence	2%	5%	3%	3%	8%	5%
Front Counter	1%	3%	2%	2%	4%	2%
Back Counter	1%	2%	1%	1%	3%	2%
Other Location	0%	0%	0%	0%	0%	0%
Product on Wire Rack	0%	2%	2%	2%	3%	1%
Product on Uniflex Fixture	5%	8%	3%	8%	10%	2%
Point of Purchase Location						
Net Any POS	13%	31%	18%	0.17	43%	26%
Any Presence Special Price POS	10%	27%	17%	0.12	37%	25%
Any Presence New Box Only	6%	12%	6%	15%	29%	14%
Exterior	0%	0%	0%	0%	2%	2%
Front Counter	2%	5%	3%	9%	16%	7%
Back Counter	4%	5%	1%	6%	14%	8%
Other Location	1%	2%	1%	4%	8%	4%

Just POS

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